

## Fashion Merchandising 1-2



### Indiana Academic Standards:

#### **Business Education:**

- 1.1 Demonstrate knowledge of fashion industry terminology
- 1.2 Demonstrate knowledge of fashion history and how it relates to today's fashion
- 1.3 Read current fashion and trade magazines and newspapers to keep informed of current trends
- 1.6 Recognize incoming fashion trends
- 1.7 Demonstrate knowledge of the leading fashion designers, characteristic features of their fashions and trends they are currently setting
- 1.8 Identify ways fashion designers influence the sale of apparel and accessory merchandise

#### **Language Arts:**

##### *2. RDG COMPREHENSION:*

###### Structural Features of Information and Technical Materials:

- ☐ Use the features of informational texts, such as formats, graphics, diagrams, illustrations, charts maps, and organization, to find and find information and support understanding

###### Comprehension and Analysis of Grade -Level-Appropriate Text:

- ☐ Recognize main ideas presented in texts, identifying and assessing evidence that supports those ideas
- ☐ Draw inferences, conclusions, and generalizations about text and support them with textual evidence and prior knowledge.

###### Expository (Information) Critique:

- ☐ Distinguish among facts, supported inferences and opinions in text.

##### *4. WRITING PROCESS*

###### Organization and Focus:

- ☐ Use graphic organizers to plan writing
- ☐ Write informational pieces with multiple paragraphs that offer a concluding paragraph that summarizes important ideas and details

###### Research and Technology:

- ☐ Use note-taking skills
- ☐ Create simple documents using a computer and employing organizational features, such as passwords, entry and pull-down menus, word searches, the thesaurus, and spell checks
- ☐ Use a thesaurus to identify alternative word choices

##### *5. WRITING APPLICATIONS:*

###### Different types of Writing

- ☐ Write research reports about important ideas, issues, or events

#### **Information Literacy Skills:**

- ☐ Standard 1: accesses information efficiently and effectively.
- ☐ Standard 2: evaluates information critically and competently
- ☐ Standard 3: uses information accurately and creatively.
- ☐ Standard 4: pursues information related to personal interests.
- ☐ Standard 5: appreciates literature and other creative expressions of information.
- ☐ Standard 6: strives for excellence in information seeking and knowledge generation.
- ☐ Standard 7: recognizes the importance of information to a democratic society.
- ☐ Standard 8: practices ethical behavior in regard to information and information technology.
- ☐ Standard 9: participates effectively in groups to pursue and generate information.
- ☐ Standard 10: understands the nature and operation of technology systems.
- ☐ Standard 11: uses a variety of technology tools to enhance learning, increase productivity, promote creativity, and communicate effectively.
- ☐ Standard 12: uses technology tools to solve problems and make informed decisions.

#### **Integrated Technologies:**

## Big Idea(s)/Concepts:

(Students will understand that...)

Increase knowledge and appreciation for the art of fashion design

## Guiding Questions:

*(Questions that help us uncover the Big Idea/Concepts)*

1. What are the key aspects in the career of the fashion designer?
2. What are the major characteristics of the fashion designer?
3. What is the historical significance and influence of the fashion designer?

## Key Skills and Processes:

<i>Students will know...</i>	<i>Students will be able to...</i>
<ul style="list-style-type: none"><li>• The biographical highlights of the designer</li><li>• The key techniques and styles associated with the designer</li><li>• The impact on the fashion industry created by this designer</li><li>• How to identify key concepts of this designer</li></ul>	<ul style="list-style-type: none"><li>• Explain the key components of the designer's style</li><li>• Interpret the historical or contemporary impact of the designer on the fashion industry</li><li>• Identify key components of the designer's style</li></ul>

## Assessment:

*(How will students demonstrate their learning?)*

<b>Performance Tasks:</b> <i>(Explain, interpret, apply, gain perspectives, demonstrate empathy, extend self-knowledge)</i>	<b>Other Evidence:</b> <i>(Quizzes, tests, homework, etc.)</i>
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## **Learning Activities:**

*(Activities that lead students to The Big Idea(s) and prepare them for performance tasks)*

- Use print and non-print resources
- Collect graphics/sketches
- Lesson on special print reference materials
- Review bibliographic format
- Review information databases available to students

## **Resources:**

- INSPIRE online databases
- Online catalog

## **Reflections:**

### **Students: Information Literacy Reflection:**

*How did your research help you gain an appreciation for the art of fashion design? Which element of your presentation best demonstrated the impact of your designer's individual style?*

### **Teacher/ Media Specialist:**

*(What worked, what didn't?)*

## Fashion Designer Assignment

This activity is intended to increase your knowledge and appreciation of the art of fashion design. You are asked to research the background of a specific designer and his/her influence on the fashion industry. You will be asked to present the information to the class.

**Step 1:** Select a designer to study. The names of some of the more notable classic designers are listed below to help you with your selection.

Hattie Carnegie	Pauline Trigere	Oleg Cassini	Oscar de la Renta
Christian Dior	Pierre Cardin	Mary Quant	Missoni
Bill Blass	Halston	Norman Norell	Clairie McCardell
Courreges	Yves St. Laurent	Hardy Amies	Valentino
Geoffrey Beene	Anne Klein	Calvin Klein	Coco Chanel
Givenchy	Gucci	Pucci	Donna Karan

**Step 2:** Gather information and organize your report in a logical manner.

- a) Biography of the designer
- b) Major characteristics of the designer's work. Include information on the designer's use of color, fabrics, silhouettes, styles, and accessories. Also discuss the designer's historical significance in the fashion industry.
- c) Include sketches or pictures of the designer's creations
- d) Other information relevant to the report
- e) Bibliography of resources used
- f) Design an attractive cover for your report. The title should say "Fashion Design."

You will be evaluated on the following things:

1. Attractiveness and originality of the cover
2. Thoroughness of the biography (did you cover all aspects of their career?)
3. Information on the designer's major characteristics (use of color, fabrics, silhouettes, styles, accessories, etc.)
4. Explanation of the historical significance of the designer
5. Sketches or pictures of designs included
6. Bibliography of resources used to prepare report
7. Neatness of overall format

## Fashion Designers Project Rubric

1. Attractiveness and originality of cover	10 pts. _____
2. Thoroughness of the biography- did you cover all aspects of their career?	25 pts. _____
3. Information on the designer's major characteristics (use of color, silhouettes, fabrics, etc.)	15 pts. _____
4. Explanation of the historical significance of the designer.	15 pts. _____
5. Sketches or pictures of the designs included	10 pts. _____
6. Bibliography of resources included	10 pts. _____
7. Overall neatness and appeal	10 pts. _____
<b>TOTAL SCORE 100 PTS POSSIBLE</b>	_____